Maria Eden Peralta

Beach Park, IL | (224) 532-8049 | edenperalta0909@gmail.com
https://www.linkedin.com/in/edenperalta/ | https://www.edenperalta.com/

PROFESSIONAL SUMMARY:

Data Analytics, Data Governance, and Data Management professional with experience supporting data-driven decision-making in highly regulated pharmaceutical environments. Proven ability to analyze large, complex datasets; manage and improve data quality and stewardship processes; and deliver clear, actionable insights through Excel and Power BI reporting. Strong collaborator experienced in vendor performance analysis, cross-functional stakeholder engagement, and data storytelling to support operational excellence, compliance, and informed business decisions.

EDUCATION:

National Louis University
Master of Science in Business Data Analytics (***View Diploma***) **|** December 2024

National Louis University
Bachelor of Science in Computer Science & Information Systems (***View Diploma***) **|** April 2023

CERTIFICATIONS:

COOP Careers - Data Analytics Fellow (***View Certification***) **|** June 2024
- Completed 16 weeks (200 hours) immersive analytics fellowship focused on data cleaning, transformation, analysis, visualization using Advanced Excel, SQL, R Studio, Python, and Tableau.
- Google Data Analytics Professional (***View Certification***) | **Coursera** 2024

TECHNICAL & ANALYTICAL SKILLS:

- **Data Analytics & Data Management:** data cleaning, data validation, data reconciliation, ETL concepts, data warehousing, exploratory data analysis (EDA), data governance, data stewardship, metadata management
- **Programming & Databases:** SQL, PostgreSQL, R Studio, Python (Pandas, Jupyter Notebook, JupyterLab)
- **Visualization & BI Tools**: Tableau, Power BI
- **Statistical Business Tools**: Advanced Excel, Google Sheets
- **Analytics Technique**: Regression analysis, descriptive analysis, predictive modelling

PROJECTS:

National Louis University – Data Analytics Capstone Project |2024
Exploratory Data Analysis (EDA) of Global Educational and Economic Indicators (World Bank WDI)
- Performed end-to-end data preparation, cleaning, and transformation using **Excel and R** on large-scale global datasets.
- Conducted **exploratory and statistical analyses,** including regression and clustering, to identify key factors influencing educational access and economic outcomes.
- Designed **interactive Tableau dashboards** to highlight regional disparities and key trends.
- Presented insights and actionable recommendations demonstrating the use of analytics to support policy and strategic decision-making.

WORK EXPERIENCE:

Data Analyst
Abbott Laboratories | Lake Forest, IL | July 15, 2024 – Present | Remote
- Lead monthly sales tracing for customer match-and-merge activities across enterprise systems, overseeing state-level assignment, mapping approvals, and production reporting.
- Serve as a key contributor to enterprise **data governance, data management, and data quality** initiatives, ensuring accuracy, consistency, and compliance across customer and sales master data.
- Act as the **primary point of contact for data stewardship activities**, collaborating with business users, vendors, and technical teams to resolve data quality issues and enhance data usability.
- Execute **data governance processes,** including data validation, research, reconciliation, critical data element (CDE) reviews, and issue remediation across multiple SAP, Salesforce, Definitive Healthcare, and vendor data sources.
- Prepare monthly Excel reports that track team customer match-and-merge activity, including submissions, approvals, and

rejections, across state-level production metrics for the manager's review.
- Collaborate cross-functionally with analytics, commercial sales operations, Data Foundation IT, and vendors' data sources to **align data standards, definitions, and governance practices**.
- Analyze large, complex datasets to identify **patterns, risks, and opportunities**, translating findings into actionable insights for stakeholders and teams to accurately map customers.
- Create and maintain **documentation, process workflows, and governance artifacts** to support standardized data management and data governance.
- Support onboarding and training of new team members by **communicating customer source mapping best practices, standards, guidelines, and data handling procedures**.
- Contribute to **process improvement and automation initiatives** to improve efficiency, reduce manual effort, and enhance data reliability.

Key Achievements
- Authored and standardized **process documentation and SOPs**, including *Customer Type Mapping – Match & Merge Guidelines & Best Practices, Customer Type Mapping Process using Copilot in Excel*, and *StewardIQ Decision Framework*, improving consistency, data integrity, and system compliance, now adopted as part of team standards.
- Trained and mentored six new team members on data stewardship practices, customer mapping workflows, and governance system compliance procedures, enhancing onboarding efficiency and ensuring operational consistency.
- Initiated and led the global customer group ID and customer matching initiative, guiding a new team member through the data ecosystem, EDA, development/oversight of Python-based matching code, enabling accurate weekly bulk uploads and ongoing governance of global type-subtype mappings in the Data Foundation system.

Intern, Cyber Security, Governance, Risk Management & Compliance
Hyatt Hotels Corporation | Chicago, IL | June 2022 – Aug 2022
- **Security & Compliance**: Supported third-party questionnaires, security assessments, and compliance reviews/monitoring.
- **Data Analytics & Reporting**: Analyzed Splunk Alert emails to identify and investigate potential security threats, contributing to compliance with PCI-DSS and GDPR.
- **Third-Party Risk Management Research**: Conducted research on third-party risk management and delivered a presentation on detective controls and KPIs/KRIs to senior management.
- Actively engaged in a structured internship program, contributing to various projects, training sessions, and events, gaining hands-on experience and fostering professional development.

Project Coordinator
AbbVie Inc. | Mettawa, IL | May 2020 – Nov 2020
- Performed in-depth data analysis on various projects, including competitive intelligence, market research, social listening, and syndicated reporting initiatives.
- Evaluated vendor onboarding processes to ensure compliance with documentation standards and conducted interviews following established guidelines.
- Supported project managers and suppliers in system usage and data accuracy within the Insight Farm System platform.
- Collaborated with cross-functional teams to analyze workflow efficiency, track projects, and recommend process improvements.

Information Specialist
Abbott Laboratories | Lake Bluff, IL | 09/2019 – 05/2020
- Collected data and coordinated reports across Abbott divisions, meeting planners, and vendors to reconcile data for monthly HCP and HCO expense reports in compliance with state and federal transparency regulations (Sunshine Act Law).
- Evaluated, extracted, and processed data for inclusion in the Polaris/IQVIA Transparency Reporting System for data validation.
- Conducted data quality reviews, analyzed reports, reviewed contracts, investigated errors, resolved issues, and managed reconciliation processes for expense reports, invoices, and contracts, and executed approvals.

Information Specialist
AbbVie Inc. | Waukegan, IL | April 2018 – Sep 2019
- Maintained and managed the global labeling across Pharmaceutical Product Labeling System (**PPLS**), **Microsoft Access, Planview, and SAP systems**.
- Managed product lifecycle updates, change requests, and retirements to ensure **regulatory compliance**.
- Supported cross-functional teams, documented and tracked labeling system changes, workflows, and points of contact, ensuring **100% completion of labels** for global distribution to vendors and stakeholders.